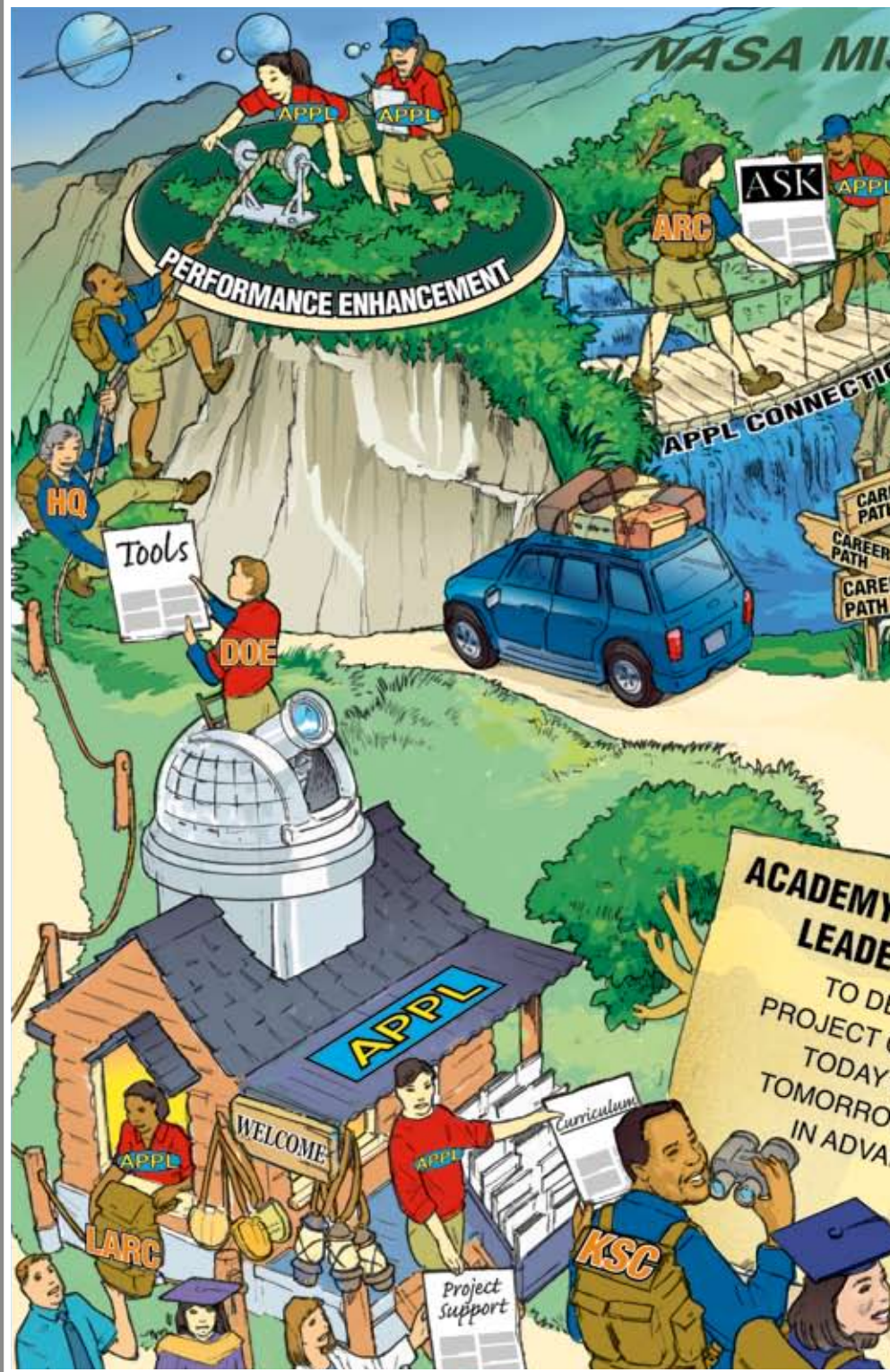
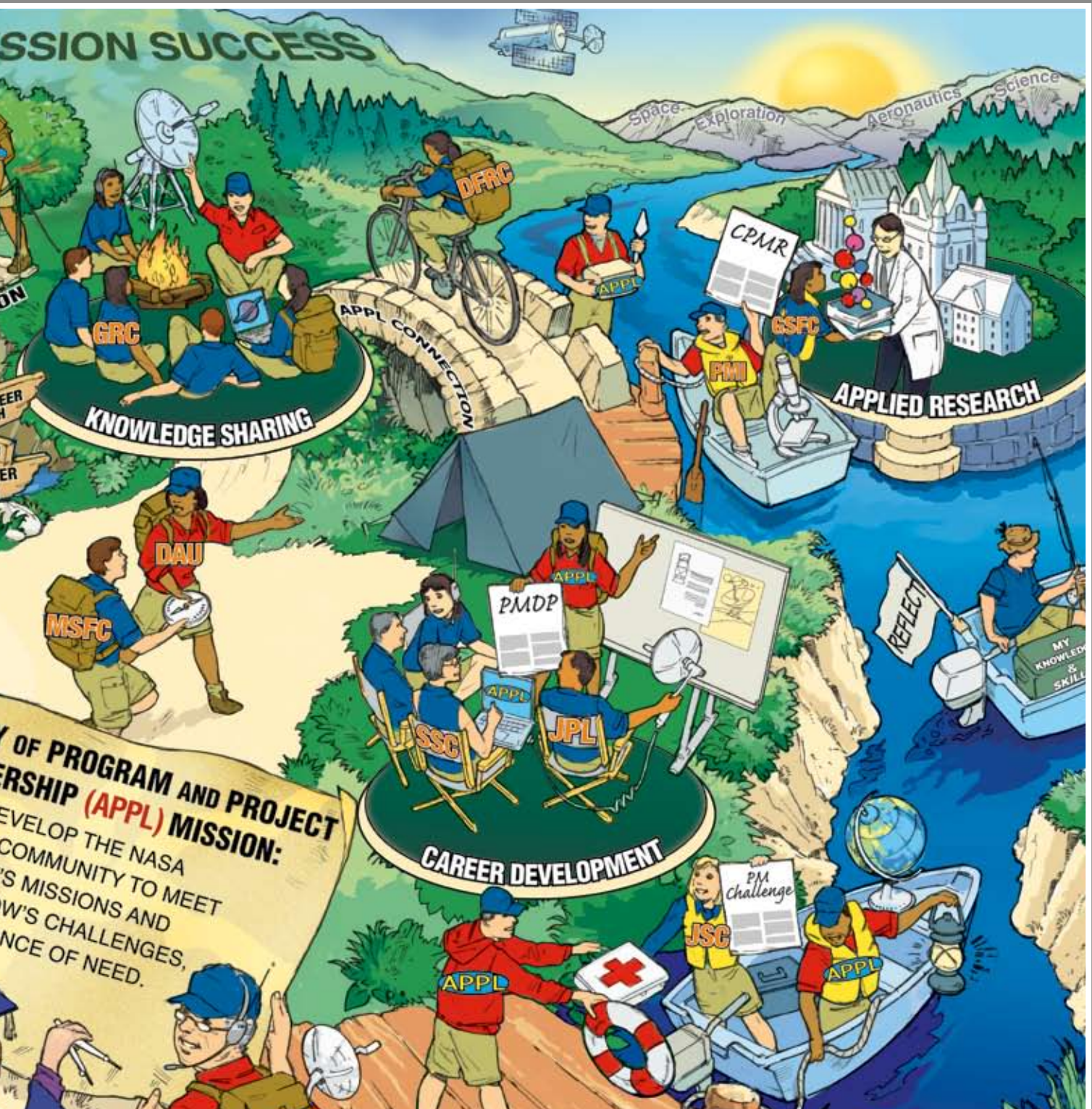


Sarcasm, metaphor and graphics.





Root Learning Inc., is best known for creating “Learning Maps” like this one: humorous drawings based on the inner workings of an organization. Their purpose is to put complex topics on the table, to stimulate discussion, and to ultimately give team members a common vision of where the organization is going and what role they personally play in getting there.



In a meeting facilitated by Goddard Space Flight Center's Knowledge Management Architect, Dr. Ed Rogers, Root Learning Inc. teamed up with members of the Academy of Program and Project Leadership's (APPL) Knowledge Sharing team, Denise Lee and Therese Cooper. In a brainstorming session with Root Learning's artists, together they worked to create an accurate illustration demonstrating the APPL vision. In its advanced stages, the drawing was sent to APPL Director Dr. Ed Hoffman and Deputy Director Tony Maturo for further suggestions. A few iterations later, APPL's successful collaboration with Root Learning produced the final version of this customized "Learning Map."

ROOT LEARNING, A LEARNING CONSULTING ORGANIZATION with a background in strategic planning, recognizes the knowledge gap that frequently exists between a leadership team and the rest of an organization. Team members supposedly working toward the same goal don't always have the same vision of where the organization is headed—and they may not understand how the piece they are accountable for fits into the big picture.

To address these complex problems within an organization, Root Learning utilizes the age-old tools of sarcasm, metaphor and graphics (much in the same way that *ASK* uses a traditional storytelling format.) The company is best known for creating "Learning Maps" like this one: humorous drawings based on the inner workings of an organization. Their purpose is to put complex topics on the table, to stimulate discussion, and to ultimately give team members a common vision of where the organization is going and what role they personally play in getting there.

APPL knows how effective it is to incorporate new and engaging techniques into its knowledge sharing programs. By collaborating with Root Learning, we were able to expand the knowledge of the organization and add one more of these techniques to our repertoire.

Academy of Program and Project Leadership

Career Development
Performance Enhancement
Knowledge sharing



To learn more about Knowledge Sharing and other APPL services,
find contact information at **www.appl.nasa.gov**.